Promotion of Khadi products

302. SHRIMATI PREMA CARIAPPA:
PROF. ALKA BALRAM KSHATRIYA:
SHRI EM. SUDARSANA NATCHIAPPAN:

Will the Minister of AGRO AND RURAL INDUSTRIES be pleased to state:

(a) whether any fresh initiative is being taken by Government to promote the use of Khadi products among the people;

(b) if so, the details thereof;

(c) whether any new step is being taken to promote Khadi in urban areas of the country; and

(d) if so, the details thereof and if not, the reasons therefor?

THE MINISTER OF AGRO AND RURAL INDUSTRIES (SHRI MAHABIR PRASAD) (a) Yes, Sir.

(b) to (d) To promote the use of khadi products throughout the country including urban areas, the Khadi and Village Industries Commission (KVIC) under the Ministry of Agro and Rural Industries has taken various steps, viz. (i) organizing exhibitions at various (viz., National/Zohal/District) levels, (ii) participation in national and international exhibitions, (iii) providing financial assistance for product development, improved designs, packaging, etc., (iv) setting up a Confederation for Promotion of Khadi and Village Industries (CPKVI) for marketing of Khadi products, (v) launching 'Mission Khadi' to convert the Khadi fabric into ready-made garments of the latest designs, mainly for use of the youth in urban areas, etc.

Promotion of rural industries

303. PROF. M.M.AGARWAL: Will the Minister of AGRO AND RURAL INDUSTRIES be pleased to state:

(a) the steps being taken by the Government for development and promotion of rural industries in the villages of the country;

(b) the plans formulated and being implemented in the country; and

(c) the amount sanctioned and spent under the scheme during the Tenth Plan period, so far?